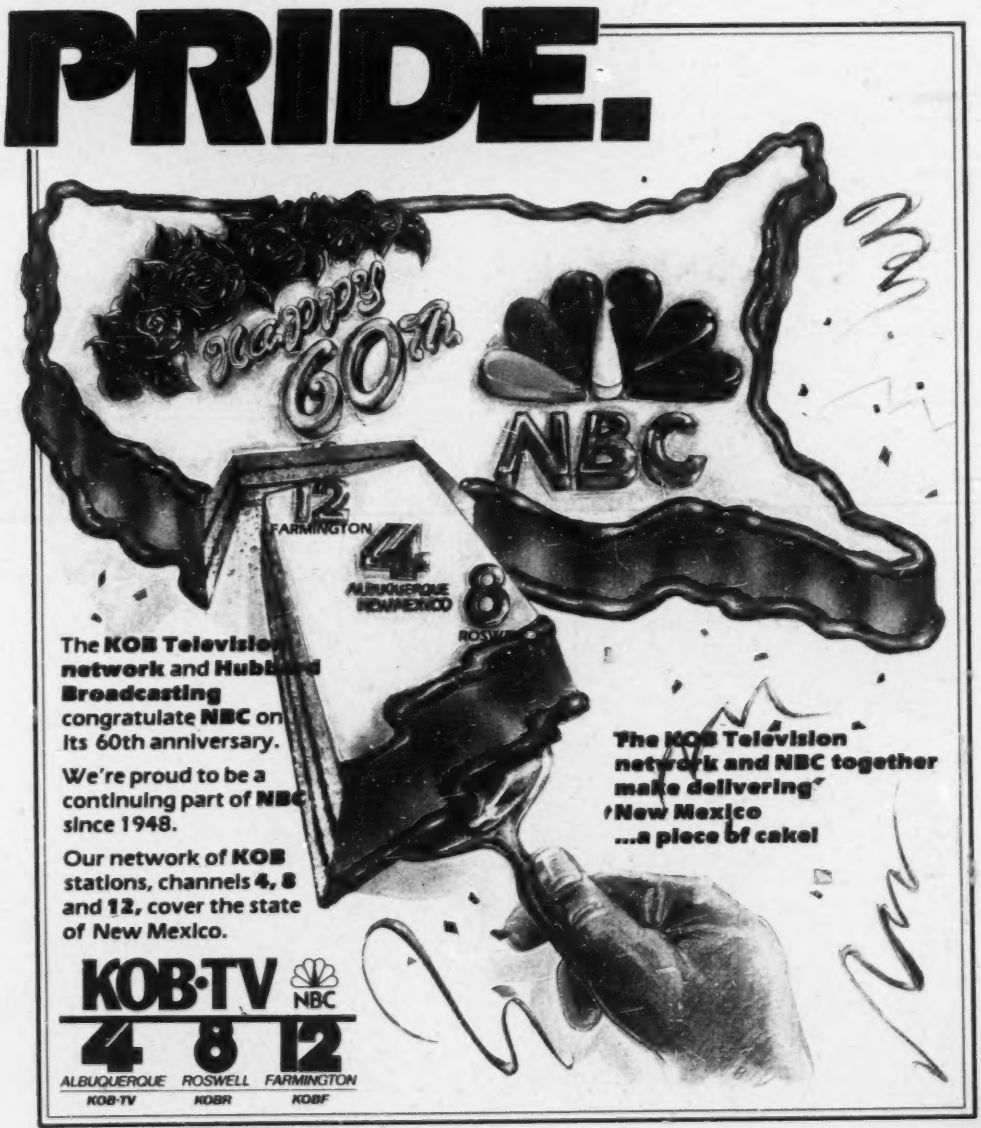
The Fifth Estate

RADIO · TELEVISION · CABLE · SATELLITE

Broadcasting Jun 9


PRIDE.
Happy 60th
NBC
12
FARMINGTON
4
ALBUQUERQUE
NEW MEXICO
8
ROSWELL
The KOB Television network and Hubbard Broadcasting congratulate NBC on its 60th anniversary.
We're proud to be a continuing part of NBC since 1948.
Our network of KOB stations, channels 4, 8 and 12, cover the state of New Mexico.
The KOB Television network and NBC together make delivering New Mexico ...a piece of cake!
KOB·TV
NBC
4 8 12
ALBUQUERQUE ROSWELL FARMINGTON
KOB-TV KOBR KOBF
A Division of Hubbard Broadcasting, Inc.

55th Year 1986
The first network in first place at 60

BETHESDA MD 20814
20814SRI AT8501 ZMZ
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4520 EAST-WEST HWY

Broadcasting ↯ Jun 9

NBC celebrates 60 years of broadcasting
Preferred returns to trial court
Turner makes deal on MGM assets

MOVING PROPERTY □ Turner makes deal on MGM assets. **PAGE 35.**

BACK AGAIN □ White House renominates FCC Chairman Fowler for another term. **PAGE 35.**

PREFERRED CASE □ Supreme Court sends *Preferred* case back to trial court but indicates affirmation for degree of cable's First Amendment rights. **PAGE 37.**

IN PLACE □ Television coverage of the Senate floor begins. **PAGE 39.**

MAKING ITS CASE □ Fox Broadcasting debriefs Madison Avenue executives on its programing plans. **PAGE 41.**

NBC'S HAPPY 60th □ Fresh from a friendly merger with GE and a long-awaited prime time ratings victory, NBC celebrates six decades in broadcasting. BROADCASTING joins the celebration with a multi-part special report, starting with a history of the birth and growth of the first network. **PAGE 50.**

FAMILY PORTRAIT □ A roll call of NBC-affiliated stations is on **PAGES 66-78.**

TO THE VICTOR □ NBC's race to victory in prime time ratings is chronicled on **PAGES 80-88.**

POLICYMAKERS □ A series of mini-portraits of NBC movers and shakers begins on **PAGE 90.**

LEADING EDGE □ The story of NBC's leading role in the development of broadcast technologies. **PAGE 98.**

INSIDER'S VIEW □ And finally, in a frank and revealing interview, former NBC Chairman David Adams conducts a private tour of NBC's executive suites, providing a portrait of the men who scaled 30 Rock. **PAGE 106.**

HAWAIIAN SUN □ NBC affiliates bask on the beach at Maui, celebrate network's first prime time ratings win. **PAGE 121.**

HOME STRETCH □ David Palmer and Jerry Lyman vie for NAB radio board vice chairmanship. **PAGE 122.**

ON TARGET □ Jankowski, Sohmer, Stakelin and Tartikoff highlight BPME/BDA convention this week in Dallas. **PAGE 122.**

GOING PUBLIC □ Outgoing BPME President Beryl Spector interviewed on eve of Dallas convention. **PAGE 123.**

SETTING IN □ Reliance makes $27-per-share bid for Blair. **PAGE 125.**

OVERTURNED □ U.S district court judge strikes down Oklahoma law intended to ban liquor advertising. **PAGE 135.**

STRONG LINK □ Gordon Link, executive VP and director, McCann-Erickson Worldwide, is M-E's traveling man. **PAGE 159.**

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third nightly movie will fill the bill.

On Saturday, *Airwolf* returns to 8-9 p.m., followed by a Saturday night movie. Sunday will remain unchanged with *60 Minutes*, *Murder, She Wrote* and a movie. Monday will also remain the same, with *Scarecrow and Mrs. King*, *Kate and Allie*, *Newhart* and *Cagney & Lacey*. □

LBS to double production budget

Plans for fall '87 call for four sitcoms, two early fringe and two animated strips

Armed with a production budget of $150 million, LBS Communications plans to introduce four first-run sitcoms, two early fringe strips and two animated strips for the 1987-88 season. The $150-million budget is a 100% increase over this year's $75 million figure.

Also on the horizon for the next season will be a move by LBS into cash plus barter sales. Henry Siegel, chairman, said that the new marketing focus will not involve extensive retraining of the LBS sales force. The move represents something of a departure for LBS, which has concentrated on straight barter sales in the past.

Siegel said that LBS is not completely inexperienced in cash-plus-barter sales, with cash-plus-barter sales last year of two animated shows, *Heathcliff* and *MASK*, totaling $10 million. The move into cash-plus-barter sales of programing other than animation, however, is a first.

LBS, in association with Procter & Gamble, will offer its first cash-plus-barter first-run sitcom, *You Can't Take it With You*. It will be the first sitcom that LBS will both distribute and represent in advertising sales on its own. It is also the only first-run sitcom for which the company will negotiate cash license fees for a strip on the back end. Negotiations with a well-known television star for the series were going on last week.

Currently the company sells barter time in two weekly D.L. Taffner sitcoms (*Too Close For Comfort* and *The Ted Knight Show*) and one for MGM (*Fame*). Through Colex, its joint venture with Columbia Pictures Television, LBS sells *Gidget* and it also sells time in *What's Happening Now*.

LBS will withhold three 30-second spots in the weekly version of *You Can't Take it With You*. Procter & Gamble will reportedly earn a third of the profits from the show.

At least two of the four sitcoms will be the province of Colex. One will be *The New Monkees*, a remake of the old *Monkees* series that aired on NBC (1966-68). *The New Monkees* will feature a new cast, but will be produced by the original series producers Steve Blauner, Bert Schneider and Robert Rafelson, who have reunited under the name BBS Productions. Blauner will be executive producer. The original *Monkees* series was produced by Screen Gems, before it became Columbia Pictures Television.

The second Colex sitcom will be the continuation of *Punky Brewster*, an NBC production canceled this year. Also tentatively planned is a *What's Happening Now!* spinoff. Siegel also said that LBS may get involved in a fifth sitcom project, an unnamed canceled series.

Siegel said that attracting talent for first-run sitcoms is not a problem. Although stars have to settle for smaller guarantees per episode, the shows do not have to survive the pilot process. With orders of 22 to 44 episodes for syndicated series, Siegel said, they can make as much money as regular series, especially considering the deals on lucrative back-end strip versions.

Siegel said that in lieu of ordering pilots for potential first-run sitcoms, LBS's series ideas are floated through its premiere movie presentations, or through the planting of pilot episodes in existing series. LBS's movie "The Canterville Ghost," starring John Gielgud, is being mentioned as a possible series.

For early fringe, LBS will offer stations *The Group*, a mock group-therapy session, based on actual sessions and led by an actual therapist. There will be some serialized elements in the show as "patients" refer to problems on a continuing basis. The NBC-owned stations have a small equity share in the program and will have first shot on the show in their markets. *The Group* is designed as a new twist on the "reality" programing, such as courtroom shows, that has invaded early fringe. The second early fringe project, which will be with Columbia, is currently under wraps.

For the first time in four years, the company had no new first-run animated strip for the coming season. But it will be back in 1987-88, as it will be involved in barter sales of Columbia's *The Real Ghostbusters* and a strip based on the popular Teddy Ruxpin toy, manufactured by World of Wonder. DIC Audiovisuel will produce the series.

Siegel said that LBS was unable to bring an animated version of Sylvester Stallone's Rocky character to the screen because of the Stallone's feeling that a series might interfere with "Rocky V," a scheduled United Artists picture to star Stallone. □

NBC wins prime time, evening news races

NBC was the winner in the ratings for the week ending June 1, in prime time as well as, for the first time since 1981, the evening news race. *NBC Nightly News with Tom Brokaw* beat *The CBS Evening News with Dan Rather* by a tenth of a rating point for the five weekdays from May 26 to May 30. The two programs were tied in share. The score was NBC 10.0/22 and CBS 9.9/22, with ABC trailing with a 9.2/20.

NBC also won prime time by a more decisive margin, with an average 14.5/26. CBS and ABC ran neck and neck, scoring an 11.6/21 and an 11.7/21, respectively. The ratings a year ago were NBC 14.7/26, ABC 12.0/21 and CBS 11.4/20. The HUT level for the week was 55.3%, down from 56.4% a year ago. A Bob Hope special on Monday carried the night for NBC. ABC carried Tuesday with repeats of regular programing. ABC also won Wednesday with a *MacGyver* repeat and a special, *America Picks the Number One Songs*. NBC rallied on Thursday with its dominant *Cosby*-driven slate, in repeats, as well as Friday and Saturday, both also with repeats of the regular lineup. CBS won its only night on Sunday, with an original *60 Minutes*, a repeat *Murder, She Wrote*, and special coverage of the Tony Awards.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	26.7/50
2.	Family Ties	NBC	26.4/48
3.	Bob Hope Special	NBC	23.9/39
4.	Cheers	NBC	23.5/40
5.	All is Forgiven	NBC	19.4/32
6.	You Are the Jury	NBC	18.7/32
7.	Growing Pains	ABC	18.2/30
8.	Murder, She Wrote	CBS	17.8/33
9.	Calendar Girl Murder	ABC	17.7/30
10.	Moonlighting	ABC	17.2/27
11.	Who's the Boss	ABC	17.0/30
12.	60 Minutes	CBS	16.7/36
13.	Miami Vice	NBC	16.6/31
14.	Golden Girls	NBC	16.5/33
15.	America Picks #1 Songs	ABC	16.5/28
16.	Cagney & Lacey	CBS	16.4/26
17.	NBA Champ. Game 2	CBS	14.8/26
18.	227	NBC	14.7/28
19.	Kate & Allie	CBS	14.6/23
20.	20/20	ABC	14.4/25
21.	Newhart	CBS	14.2/22
22.	Hunter	NBC	14.1/22
23.	MacGyver	ABC	14.0/27
24.	Blacke's Magic	NBC	13.1/22
25.	Hill Street Blues	NBC	12.6/23
26.	Tony Awards	CBS	12.6/22
27.	Stingray	NBC	12.6/22
28.	Facts of Life	NBC	12.4/27
29.	Amazing Stories	NBC	12.3/24
30.	Highway to Heaven	NBC	12.3/23
31.	Magnum, P.I.	CBS	12.1/24
32.	Alfred Hitchcock Presents	NBC	12.0/22
33.	The Big Chill	CBS	11.9/20
34.	Wildest West Show of Stars	CBS	11.8/20
35.	Garfield Special	CBS	11.8/20
36.	Spenser: For Hire	ABC	11.6/20
37.	Tough Enough	NBC	11.5/20
38.	Charlie Brown Special	CBS	11.1/18
39.	A Team	NBC	11.0/19
40.	Mr. Belvedere	ABC	10.9/24
41.	Remington Steele	NBC	10.8/21
42.	Scarecrow & Mrs. King	CBS	10.7/18
43.	Just You and Me Kid	ABC	10.2/20
44.	The Right Stuff, pt. 2	ABC	10.2/16
45.	Gimme a Break	NBC	10.1/23
46.	Hardcastle & McCormick	ABC	9.7/17
47.	Royal Romance	CBS	9.3/18
48.	Love Boat	ABC	9.3/18
49.	Crazy Like a Fox	CBS	9.2/21
50.	Simon & Simon	CBS	9.2/17
51.	Webster	ABC	8.6/21
52.	Last Precinct	NBC	8.6/17
53.	Airwolf	CBS	8.6/17
54.	Knight Rider	NBC	8.3/19
55.	Silver Spoons	NBC	8.3/18
56.	Kissyfur	NBC	8.3/17
57.	Dynasty II: The Colbys	ABC	8.0/13
58.	Indomitable T. Roosevelt	ABC	7.7/15
59.	West 57th	CBS	6.9/13
60.	Charlie & Company	CBS	6.7/16
61.	Mr. Sunshine	ABC	6.4/18
62.	Benson	ABC	6.1/15
63.	Leo & Liz in Bev. Hills	CBS	6.0/15
64.	Ripley's Believe It or Not	ABC	5.9/11

*indicates premiere episode

has no other broadcast interests. Filed May 19.

■ Seguin, Tex.—Maranatha Broadcasting seeks 88.3 mhz; 3 kw; HAAT: 333.8 ft. Address: 8115 Pleasant Forest, San Antonio, Tex. 78239. Principal is owned by Mary, Sadie and Myron Wade. It has no other broadcast interests. Filed May 19.

■ Spokane, Wash.—Gonzaga University seeks 88.7 mhz; 100 kw; HAAT: minus 142.4 ft. Address: 502 Boone Ave., 99258. Principal is private university headed by John Clute, chairman. Filed May 19.

TV's

■ Klamath Falls, Ore.—Garcia Communications seeks ch. 31; ERP vis. 22 kw; aur. 2.2 kw; HAAT: 1,011 ft.; ant. height above ground: 45 ft. Address: 1579 Millard, Rialto, Calif. 92376. Principal is owned by Marta G. Garcia and Edward Powley. It also owns KGCL(TV) Missoula, Mont. Powley's brother, John, owns Altoona, Pa.-based group of four TV's. Filed May 27.

■ Charlottesville, Va.—Lindsay Television Inc. seeks ch. 64; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 257 ft.; ant. height above ground: 274 ft. Address: 17 Farmingdale Dr., 22901. Principal is owned by George W. Lindsay. It has no other broadcast interests. Filed May 27.

Facilities Changes

Applications

AM's

Tendered

■ WYNI (1510 khz) Monroeville, Ala.—Seeks CP to change freq. to 930 khz and make changes in ant. sys. App. May 27.

■ WPSL (1590 khz) Port St. Lucie, Fla.—Seeks CP to increase power to 5 kw. App. May 27.

■ WGNZ (650 khz) Titusville, Fla.—Seeks mod. of CP to add night service with 1 kw; install DA-2, and change freq. to 660 khz. App. May 27.

■ WBML (900 khz) Macon, Ga.—Seeks CP to increase power to 2 kw. App. May 27.

Accepted

■ KDKO (1510 khz) Littleton, Colo.—Seeks MP to augment DA-N pattern and increase nighttime power to 2.5 kw. App. May 28.

■ WADU (830 khz) Norco, La.—Seeks MP to move SL to 1537 East Airline Highway, La Place, La. App. May 28.

■ KIRT (1580 khz) Mission, Tex.—Seeks mod. of lic. to move SL to McAllen, Tex. App. May 28.

FM's

Tendered

■ *KAPE (91.5 mhz) Erwinville, La.—Seeks CP to change ERP to 5 kw and change HAAT to 166.95 ft. App. May 27.

Accepted

■ KWSP (106.3 mhz) Santa Margarita, Calif.—Seeks mod. of CP to change ERP to .093 kw and change HAAT to 1,467 ft. App. May 28.

■ WTHM (98.3 mhz) Goulds, Fla.—Seeks mod. of CP to make changes in ant. sys. App. May 28.

■ WVBM (95.9 mhz) Springfield, Fla.—Seeks mod. of CP to change TL and change HAAT to 327.02 ft. App. May 28.

■ WSTQ (97.7 mhz) Streator, Ill.—Seeks mod. of CP to change TL. App. May 28.

■ WKZL (107.5 mhz), Winston-Salem, N.C.—Seeks CP to change TL and change HAAT to 1,184.08 ft. App. May 28.

■ KTFX (103.3 mhz) Tulsa, Okla.—Seeks CP to install aux. sys. App. May 30.

■ WSSX-FM (95.1 mhz) Charleston, S.C.—Seeks CP to change TL and change HAAT to 985 ft. App. May 28.

■ *WUSC (90.5 mhz) Columbia, S.C.—Seeks CP to change ERP to 2.5 kw and change HAAT to 252.89 ft. App. May 30.

■ KPLO-FM (94.5 mhz) Reliance, S.C.—Seeks mod. of CP to move SL outside community of lic. App. May 30.

■ KBLQ-FM (92.9 mhz) Logan, Utah—Seeks CP to change ERP to 50 kw. App. May 30.

■ WSTX-FM (100.3 mhz) Christiansted, V.I.—Seeks CP to change TL; change HAAT to 50 kw, and change HAAT to 1,059.44 ft. App. May 28.

■ KTKL (106.9 mhz) Casper, Wyo.—Seeks mod. of CP to make changes in ant. sys. App. May 28.

TV's

Accepted

■ KCTZ (ch. 7) Bozeman, Mont.—Seeks CP to change ERP to vis. 44.1 kw, aur. 4.41 kw; change HAAT to 816 ft.; replace ant., and change TL. App. June 2.

■ KWTV (ch. 9) Oklahoma City—Seeks CP to change HAAT to 1,524.54 ft. App. May 30.

Actions

AM's

■ KOIT (1260 khz) San Francisco—Granted app. to construct new tower. Action May 20.

■ WIZZ (1250 khz) Streator, Ill.—Granted app. to make changes in ant. sys. Action May 16.

■ WBET (1460 khz) Brockton, Mass.—Granted app. to construct new ant. sys. and change TL. Action May 20.

■ WARD (1550 khz) Pittston, Pa.—Granted app. to augment nighttime standard pattern. Action May 20.

■ KUBR (1210 khz) San Juan, Tex.—Granted app. to increase day power to 50 kw; change TL, and make changes in ant. sys. Action May 21.

FM's

■ KVSD (95.9 mhz) Carlsbad, Calif.—Dismissed app. to change HAAT to 328 ft. Action May 15.

■ KCFM (98.9 mhz) Chester, Calif.—Dismissed app. to change TL; change ERP to 25.2 kw, and change HAAT to 2,555.12 ft. Action May 15.

■ *KERP (91.9 mhz) Pueblo, Calif.—Dismissed app. to change TL; change ERP to .6 kw, and change HAAT to 334.56 ft. Action May 15.

■ WIMV (104.9 mhz) Madison, Fla.—Granted app. to move SL outside community of lic. Action May 23.

■ WEKS-FM (104.1 mhz) La Grange, Ga.—Granted app. to change TL. Action May 20.

■ WLYZ (95.3 mhz) Nashville, Ga.—Returned app. to change TL; change ERP to .45 kw, and change HAAT to 797.04 ft. Action May 16.

Summary of broadcasting as of Feb. 25, 1985

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	211
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WCNB-FM (100.3 mhz) Connersville, Ind.—Granted app. to change ERP to 28 kw. Action May 16.

■ WWKI (100.5 mhz) Kokomo, Ind.—Granted app. to change ERP to 28 kw. Action May 16.

■ WBSB (104.3 mhz) Baltimore—Granted app. to change ERP to 23 kw and change HAAT to 720 ft. Action May 23.

■ WIQB (102.9 mhz) Ann Arbor, Mich.—Granted app. to change ERP to 49 kw. Action May 20.

■ WHER (103.7 mhz) Hattiesburg, Miss.—Granted app. to change ERP to 100 kw. Action May 21.

■ WKLZ (92.1 mhz) Port Henry, N.Y.—Granted app. to change ERP to 1.273 kw. Action May 23.

■ KXIQ (94.1 mhz) Bend, Ore.—Granted app. to change TL; change ERP to 86.32 kw, and change HAAT to 993 ft. Action March 31.

■ KSOP-FM (104.3 mhz) Salt Lake City—Granted app. to install aux. sys. Action May 15.

■ WCOW-FM (97.1 mhz) Sparta, Wis.—Granted app. to change ERP to 100 kw; change HAAT to 587.12 ft., and change TL. Action May 16.

■ WMIL-FM (106.1 mhz) Waukesha, Wis.—Granted app. to install aux. sys. Action May 14.

In Contest

Review board made following decisions:

■ Evergreen, Colo. (Evergreen Broadcasting Co., et al) FM proceeding. Scheduled oral argument for June 20 on exceptions to initial decision of ALJ Edward J. Kuhlmann granting app. of Group Y Communications Investment Partnership Ltd. for new FM station at Evergreen, denying competing apps. of Payne Communications Inc., Evergreen Broadcasting Co., Best Evergreen Broadcasting Co., Lord Broadcasting, Evergreen Ventures Inc., Interstate Broadcasting System of Colorado Inc., Evergreen Communications Co., Janet Hunter Driggs, and EverGreen Radio Inc. Each party has 20 minutes for argument. Evergreen Broadcasting, Best Evergreen, Lord Broadcasting, Evergreen Ventures, Interstate, Evergreen Communications, Driggs, and EverGreen Radio may reserve part of their time for rebuttal. By letter, May 28.

■ Sanibel, Fla. (Gumbo Limbo Broadcasting Inc., et al) FM proceeding. Scheduled oral argument for June 27 on exceptions to initial decision of ALJ Edward J. Kuhlmann granting app. of Hillebrand Broadcasting Inc. for new FM station at Sanibel, denying competing apps. of Gumbo Limbo and Rivera Communications-Sanibel Inc. Each party has 20 minutes for argument. Gumbo Limbo and Riviera may reserve part of their time for rebuttal. By letter, May 28.

■ Albany, Minn. (Stearns County Broadcasting Co. and Chief, Mass Media Bureau) FM proceeding. Scheduled oral argument for June 6 on exceptions to initial decision of ALJ Edward J. Kuhlmann denying app. of Stearns for new FM station at Albany. Each party has 20 minutes for argument. Stearns may reserve part of its time for rebuttal. By letter, May 14.

■ Raleigh, N.C. (Cotton Broadcasting Co. and The L Broadcasting Co.) TV proceeding. Scheduled oral argument for June 12 on exceptions to initial decision of ALJ James F. Tierney granting app. of The L Broadcasting Co. for new TV station at Raleigh, denying competing app. of Cotton Broadcasting Co. Each party has 20 minutes for argument. Cotton may reserve part of its time for rebuttal. By letter, May 22.

■ Temple, Tex. (Progressive Communications Inc., et al) FM proceeding. Remanded proceeding to presiding ALJ for further hearing and enlarged issues against Maryne Broadcasting Co. to determine transmitter site availability during December 1982 to September 1985. By MO&O, June 2.

General counsel made following decision:

■ Lexington, Ky. (FBC Inc. and Way of the Cross Outreach Inc.) TV proceeding. Granted joint request for settlement agreement between FBC and Way of the Cross and dismissed app. of Way of the Cross; granted app. of FBC for new TV station at Lexington, and terminated proceeding. By order, May 20.

ALJ Joseph Chachkin made following decisions:

■ Syracuse, N.Y. (Tureaud Broadcasting, et al) TV proceeding. Granted joint requests for settlement agreement by Tureaud, Susan K. Panisch and New Era Broadcasting and dismissed apps. of Tureaud and New Era with prejudice; conditionally granted Panisch's app. for new TV station at Syracuse, and terminated proceeding. By MO&O, May 22. By separate order, rescinded order granting Panisch's app.